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PRESS RELEASE

BOLOGNAFIERE'S NEW-STYLE SANA IS A WINNER

The new **B2B** formula reserved for the Trade and limited to certified organic and natural products was rewarded by the presence of **532 exhibitors** and **25,000 professional visitors** this year.

900 foreign trade professionals, 2,500 herbalists, 300 specialist organic shop owners from the North of Italy and Tuscany.

Also successful the innovative service from BolognaFiere & Sana in partnership with QN offering the exhibition on-line. Over **3,000 web-tv sessions** were opened, half of them within the exhibition itself thanks to the free wi-fi access provided by BolognaFiere, and the other half from users all over Italy via the website www.sana.it.

Francesco Saverio Romano, the Minister for Agriculture Food and Forestry Policy, inaugurated the **new style SANA** which kicked off BolognaFiere's exhibition season by offering the Italian organic and natural market a **professional setting** at the service of the Trade and dedicated to certified organic and natural products.

SANA, for the last 23 years Italy's leading exhibition dedicated to organic and natural products, has been re-styled together with an **Organizing Committee** made up of representatives of the leading producer associations (FederBio, Confederazione italiana agricoltori, Confagricoltura, Federimpresa Erbe, Unipro, Assoerbe, Siste, Fippo).

This was an important edition of Sana laying out the big issues and challenges facing the sector today and opening the road map for the members of the Trade wanting to arrive prepared at Expo 2015. In addition this year Sana was rewarded by the return of all the **Big Distribution** names, confirmation of the growth of organic in the mainstream, the chains and the **Specialist Distribution** as well as high attendance on the part of the Italian herbalist shops and certified and natural cosmetics' market.

According to Duccio Campagnoli, President of BolognaFiere *<BolognaFiere has come out on top having decided to invest once more in SANA as the exhibition dedicated to organic and natural products. SANA is confirmed today as the only big specialist Italian show in a sector in constant growth.*

At this latest edition of SANA we have also begun to build a platform, together with the

associations representing organic producers, which aims to be permanently at the service of the Italian organic and natural products' community to facilitate their participation at international exhibitions. We agree with the associations that the editions of Sana leading up to 2015, the year of the Expo "Nutrire la Pianeta", provide an excellent opportunity to prepare "organic made in Italy" for a successful Expo event and act as a vehicle for making contacts with other countries which will be exhibiting at the Expo>.

SANA also focused attention on the market's new products and **over 200 innovative products** were on display in the "What's new" area. **Three products** in the **Sana novità 2011** category were voted by exhibitors: **Biscuits and crackers**, **Linea Benessere** from Baule Volante; **Linea acido ialuronico**, from Erbolario; **Cancelleria carta & scrittura and Pannolini "Riutilizzabili"** from Vivi Verde, Coop Italia.

Four Herbalist Shops were the winners of the **Sanaward Benessere**: **Ape Regina** in Milan; **Artemisia** in Rimini; **Angolo della natura** in Perugia; **Le Fragranze** in Magenta.

Three winners of the **Locale Bravo Bio 2011** award promoted by the Gruppo 24 ore magazines Bargiornale, Ristoranti-Imprese del gusto and Pianetahotel in conjunction with SANA: **the hotel "La Perla"** in Corvara; **the restaurant "Zenzero"** in Grumolo delle Abbadesse; **the bar Bio's cafe** in Rimini. **Special mentions** for the **restaurant "Erba brusca"** in Milan" and **"Alce Nero Cafè"** in Bologna and Cesena.

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